



Meeting Notes

Signage Focus Group Meeting

8:30 a.m. – Thursday, July 16, 2009

APS Conference Room, 101 West Cherry Ave, Flagstaff, AZ

1. Welcome and Introductions

In attendance:

Roger Eastman, City of Flagstaff
Phil Keesee, Citizen
Ed Larsen, City of Flagstaff
Chuck Ley, City of Flagstaff
Hillarie Nickerson, Citizen
Phil Scandura, Citizen
Crystal Bowen, Citizen
Karl Eberhard, City of Flagstaff

2. Recap Focus Group purpose

The Focus Group will be outcome focused with a strong emphasis on general issues rather than getting into the details of technical code review. A primary goal is to ensure that the code implements the Regional Plan.

3. Discussion regarding signage and related issues associated with the rewrite of the Land Development Code

5. New technology

- Next meeting.

6. Architecture as a Sign

- Positive – a good well-designed building is inherently a sign because it attracts attention
- But concern with buildings being painted in corporate colors to turn the building into a sign. If we allowed buildings to be painted in corporate colors, it is cheating the sign code. Fairness issue – hard for non-corporate businesses to compete.
- Keep branding of a corporation within the sign area limitations, including roof and wall area.
- Corporate colors when applied to a building are a sign and need to be included in the sign area.

- Need balance between regulating signs too much to preserve community character, and allowing a business to advertise and be successful.
- Consider providing new regulations in the zoning code to regulate colors on buildings – one way to deal with corporate sign colors.
- Architecture of a building including signs needs to be in conformance with the design traditions of Flagstaff ... regulate the colors of buildings.
- How to prevent Burger King from painting their roof in corporate colors? Can this be done?
- Resolved as it is going to be! Lots of fun discussion.
- Murals – need to address in the new zoning code. If it includes a logo or text, it is a sign. If no logo and text, then it is a mural. But how to deal with the bike mural on the side of the bike store? Is this an intent to get around the sign code?
- Agreement that there should be no review process – except in Downtown where the Downtown design guidelines require review by the HPC.
- Resolved.

7. Sign illumination – dark skies

- Next meeting.

8. Design Enhancements/Incentives

- Next meeting.

9. Permit Fee Schedule

- Inherently unfair because it is not based on the size and number of signs per building/project.
- Set a minimum fee – then base the remainder of the fee on the area and number of the signs
- Not use a fee process based on sign value (could discourage well designed signs). Consensus.
- Research other community's fee schedules. Phil and others to provide good examples to Roger.
- Fee needs to be based on cost recovery for the City.
- Resolved.

10. Impact on Flagstaff's resources

- Maintain no billboards and no freeway signs in Flagstaff
- Sign placement needs to be better coordinated with landscape plans and tree resources preserved on a site (discussed by Process and Procedures Group) - need for a composite site plan.
- Include signage in site and building plans as early as possible – communicate to Process and Procedures Focus Group.

- Emphasis on comprehensive site design in the early stages of a project - communicate to Process and Procedures Focus Group.
- Resolved.

11. Frontage Definition

- Current code prevents signs on frontages on I-40 and I-17. Discussion on whether this should be changed. (Resolved)
- Karl – Flagstaff as a community does not want this. Trying to be a walkable community. Freeway character is important in Flagstaff and should not be violated by signs and walls, etc. Fairness issue – do not want businesses near the freeway to have a competitive advantage. Rather want visitors to spend money throughout the community.
- Alleys and businesses on Heritage Square – create an exception (is an exception in the code already but it is poorly located)
- Add “public space” provision as well as alleys – e.g. photography store on Heritage Square.
- OK to allow signs on the building that faces a frontage road though
- Address maximum height of signs – 25’; carefully!
- Signage for Marriott – how was it finalized?
- Need to look at links between building size and frontage lengths – more proportional measurement system. Wicked Arizona Coffee – small building but over large sign because of existing frontage rules.
- Resolved.

12. Window signs

- Current sign code addresses – but not actively enforced
- Painted window display should also count – e.g. I Do I Do.
- Downtown – do not want windows obstructed – especially with perforated vinyl.
- Simplify existing code – take out ambiguity. Is the 25% value appropriate and consistent with other cities codes?
- Consistent enforcement is needed – include window area in the overall sign areas allowed.
- Window signs are required to be permitted in the Sign Code. Issue with fees as they are too high.
- Perhaps with businesses, have an annual sign permit for window signs?
- Consensus – no permit for temporary window signs (define temporary as XX days)
- Research other communities.
- Resolved.

Other:

- No permit review for signs that are not visible from a public street? Check this!
- Non-SFR buildings require a permit approval for a repaint! Forward this recommendation to Design Guidelines Focus Group.

4. **Next meeting:**
Thursday, July 23, 2009, at 8:30 am.
5. **Adjournment** at 10:00 am.